U.S. Army Accessions Command

Thoughts on the Future

Strategic Planning
Group
22 May 2003

<u>Consider that 30 years ago.</u>

· **Software wasn't a word   - Hardware was a hammer.**

 There were no:
        - Cellular phones   - Cable TVs with 150 channels,
        - Home computers   - Compact discs,
        - VCRs   - Fiber optics,
        - Direct broadcast satellites   - CNN's
        - Automatic teller machines   - Super Bowls Games;
        - Microsoft Corps   - Federal Express Packages,
        - MTV Networks   - Internets and World Wide Webs,
        - Laser guided munitions - Stealth technologies,
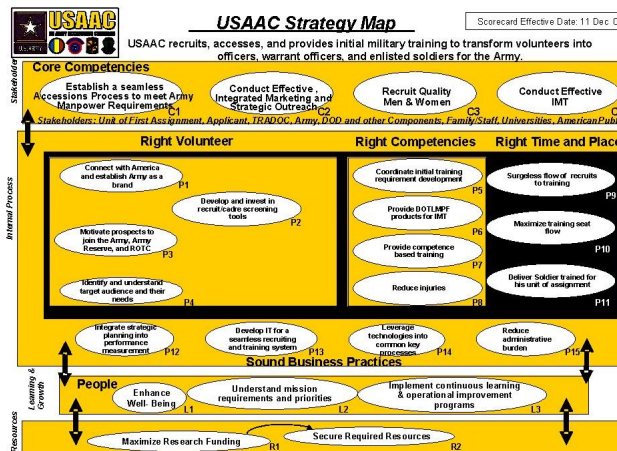   **- GPS Systems   - M1AI, M2A2 or MLRS'**

Things change and not always the way we think

Imagine the Implications!

How can you help?

- **Propose research to fit into our vision and direction**
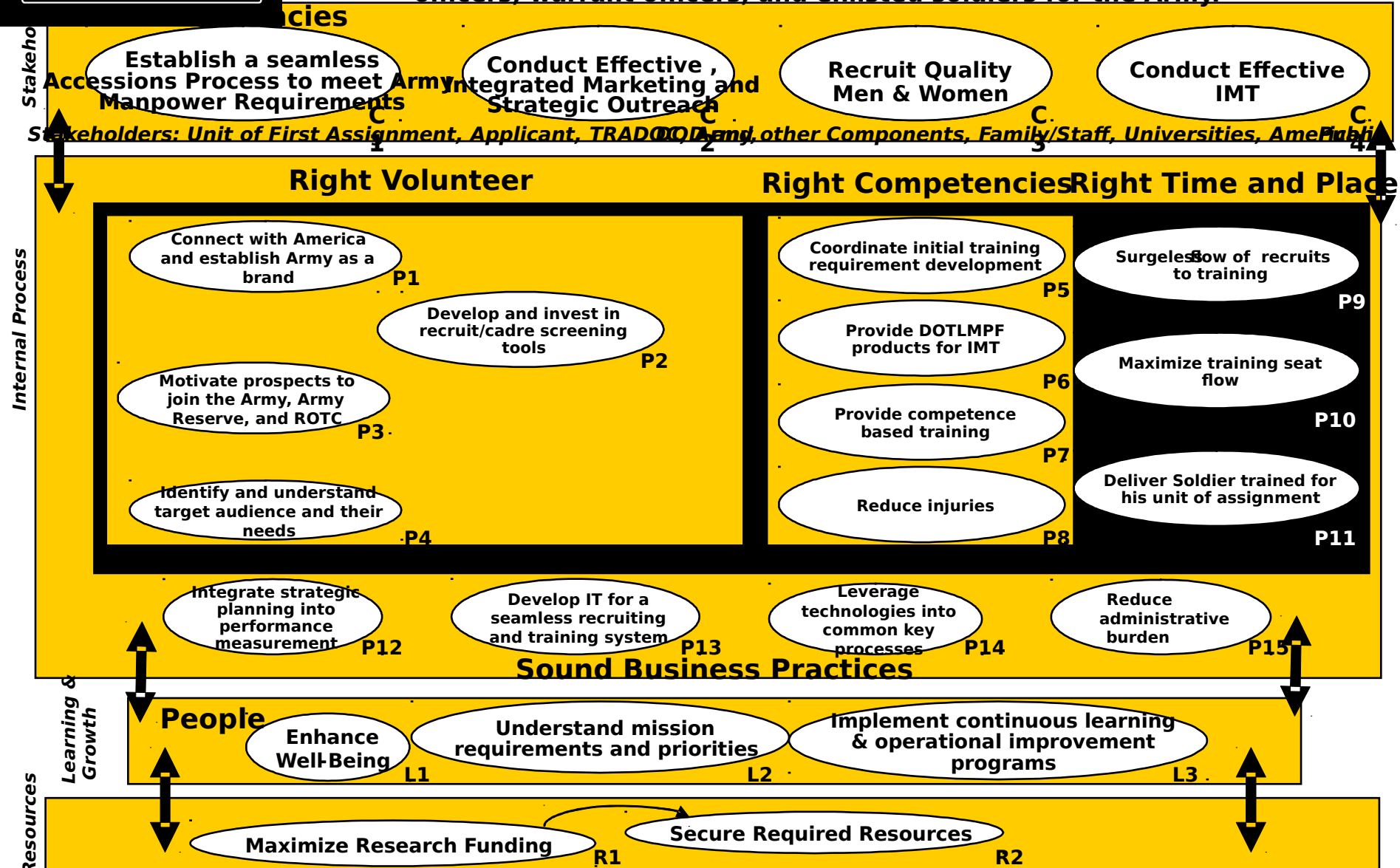

Strategic Plan

Strategic Readiness System

FY04 OPLAN

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USAAC Strategy Map

Scorecard Effective Date: 11 Dec 02

USAAC recruits, accesses, and provides initial military training to transform volunteers into officers, warrant officers, and enlisted soldiers for the Army.

Stakeholder Competencies

- **Establish a seamless Accessions Process to meet Army Manpower Requirements** C1
- **Conduct Effective, Integrated Marketing and Strategic Outreach** C2
- **Recruit Quality Men & Women** C3
- **Conduct Effective IMT** C4

Stakeholders: Unit of First Assignment, Applicant, TRADOC, DOD and other Components, Family/Staff, Universities, America/Public

Internal Process

Right Volunteer

- **Connect with America and establish Army as a brand** P1
- **Develop and invest in recruit/cadre screening tools** P2
- **Motivate prospects to join the Army, Army Reserve, and ROTC** P3
- **Identify and understand target audience and their needs** P4

Right Competencies

- **Coordinate initial training requirement development** P5
- **Provide DOTLMPF products for IMT** P6
- **Provide competence based training** P7
- **Reduce injuries** P8

Right Time and Place

- **Surge flow of recruits to training** P9
- **Maximize training seat flow** P10
- **Deliver Soldier trained for his unit of assignment** P11

Sound Business Practices

- **Integrate strategic planning into performance measurement** P12
- **Develop IT for a seamless recruiting and training system** P13
- **Leverage technologies into common key processes** P14
- **Reduce administrative burden** P15

Learning & Growth

People

- **Enhance Well-Being** L1
- **Understand mission requirements and priorities** L2
- **Implement continuous learning & operational improvement programs** L3

Resources

- **Maximize Research Funding** R1
- **Secure Required Resources** R2

<u>Right Volunteer</u>

Connect with America & establish Army as a brand

Develop and invest in recruit/cadre screening tools

Motivate prospects to join Army, Army Reserve, & ROTC

Identify and understand target audience & their needs

- *What are the three best ways to establish a positive, enduring brand connection with our target population?*

- *How will screening tool research progress over the next decade? Implications?*

- *What are the future objections to military service?*

- *Develop guided learning environment (CDROM based) that trains Recruiters & ROTC Cadre in interacting with target audience*

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Right Competencies

Coordinate initial training requirement development

- *What current unit specific tasks should be incorporated into AOT POIs?*

Provide DOTMLPF products for IMT

- *How does technology permit us to prepare IMT Cadre for the training they will provide?*

Provide competence based training

- *What training technologies will exist in 2015?*

Reduce injuries

- *How do we self motivate individuals to improve their physical readiness?*

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Right Time and Place

Surgeless flow of recruits to training

- *What behavior change indicators can the recruiter use to improve DEP retention?*

Maximize training seat flow

- *What is the best predictive models for allocation of training seats?*

Deliver soldier trained for his unit of assignment

- *What are the assignment system implications for Army-Wide AOT?*

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Sound Business Practices

Develop IT for a seamless recruiting and training system

- *What future IT solutions will best permit visibility of soldiers throughout the Accessions Process?*

Leverage technologies into common key processes

- *How can business processes improve in 2015?*

Reduce administrative burden

- *What processes or IT Solutions will best permit elimination of the administrative functions?*

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FY04 OPLAN Objectives

Recruit

- Achieve all accession missions
- Achieve Quality Goals
- Execute USAR Delayed Entry Program (USAR DEP)
- Revise Point of Sale based on FY03 test results
- Conduct assigned concept explorations

Train

- Achieve Attrition-Reduction Goals
- Finalize Precommissioning Standards and POIs
- Integrate Warrior Ethos Task Force results into POIs and publications
- Finalize BOLC POI
- Execute improved Physical Fitness Training Program (FM 21-20 IET Supplement)
- Assist CG, US Army Infantry School (USAIS) in the development

FY04 OPLAN Objectives (Cont.)

Integrate

- **Integrate automation systems ICW TRADOC and HQDA to facilitate AOT and seamless Accessions process**

- **Develop holistic accession process simulation to conduct "What-If" analysis and support decision makers**

Help us chart our future - by exploring the possibilities...

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